This listing of claims will replace all prior versions, and listings, of claims in the application:

1.-97. (canceled)

98. (currently amended) An apparatus useful for detecting the addition of a sample to a test strip in a lateral flow assay comprising:

a housing having a receptacle for retaining a test strip for a lateral flow assay; and

an autostart means;

wherein the autostart means comprises a capacitance sensor that senses a change in capacitance when a sample or buffer is applied to the test strip placed in the receptacle, and initiates timing of the assay, and a means for regulating voltage across the capacitance sensor.

99. (previously presented) The apparatus of claim 98, further comprising a heating element positioned to lie under and contact the test strip when the test strip is in place.

100. (canceled)

- ${\bf 101.} \quad \mbox{(previously presented) The apparatus of claim {\bf 98}, further comprising a test strip.}$
- 102. (previously presented) The apparatus of claim 101, wherein the test strip contains a biological sample.
- 103. (previously presented) The apparatus of claim 102, wherein the biological sample is selected from the group consisting of whole blood, serum, plasma, and urine.

- 104. (previously presented) The apparatus of claim 102, wherein the biological sample is a human biological sample.
- 105. (previously presented) The apparatus of claim 102, wherein the biological sample is a non-human biological sample.
- 106. (previously presented) The apparatus of claim 105, wherein the non-human biological sample is a sample consisting of a livestock and a food product.
- 107. (withdrawn) An apparatus for conducting lateral flow assay on a test strip for detection of an analyte in a sample comprising:
  - a housing having a receptacle for retaining a test strip for a lateral flow assay;

an autostart means;

- a test strip comprising an internal quality control means; wherein the autostart means senses application of sample or buffer to the test strip when the test strip is placed in the receptacle, and initiates timing of the assay.
- 108. (withdrawn) The apparatus of claim 107, wherein the internal quality control means of the test strip comprises a first control measurement zone including a first control agent immobilized therein which is capable of binding the control agent; the first control agent being in mathematical relationship with the second control agent.
- 109. (withdrawn) The apparatus of claim 107, further comprising a detection means for detecting reflectance of the test strip.
- 110. (withdrawn) The apparatus of claim 107, further comprising a heating element positioned to lie under and contacts the test strip.
- 111. (withdrawn) The apparatus of claim 107, wherein the detection of the analyte includes quantitation of the analyte.

- 112. (withdrawn) A method of detecting an analyte in a sample by use of a lateral flow assay on a test strip comprising the steps of:
  - (a) providing a sample on a test strip;
- (b) allowing an analyte in the sample, if present, to react with an analyte binding agent on the test strip to form a complex:
  - (c) measuring reflectance of the test strip after formation of the complex;
  - (d) detecting background reflectance; and
  - (e) determining amount of analyte present.
- 113. (withdrawn) The method of claim 112, wherein the method comprises use of a software program to effect one or more of the steps.
- 114. (withdrawn) A method of analyzing results of a lateral flow assay on a test strip for detection of an analyte, wherein the test strip comprises a first control measurement zone a second control measurement zone, and an analyte binding zone, comprising the steps of:
  - (a) determining reflectance of the test strip;
  - (b) generating a baseline reflectance;
  - (c) quantifying measurement zones with respect to the baseline; and
- (d) comparing measurement zones corresponding to the control binding zones and analyte binding zone.
- 115. (withdrawn) The method of claim 114, wherein the baseline is generated after the analyte, if present, has been allowed to react with an analyte bind agent in the analyte binding zone.
- 116. (withdrawn) A method of conducting quality control on a test strip for a lateral flow assay comprising the steps of:
- (a) detecting a first reflectance of a first control zone containing a first control binding agent bound to a control agent;
- (b) detecting a second reflectance of a second control zone containing a second control binding agent bound to the control agent; and

- (c) determining a mathematical relationship between the first reflectance and the second reflectance to determine if the mathematical relationship is within a specified range.
- 117. (currently amended) The apparatus of claim 98, further comprising an optical sensor aligned with the test strip when the test strip is in place in the receptacle.
- 118. (previously presented) The apparatus of claim 117 further comprising a moving mechanism attached to the optical sensor that moves the optical sensor with respect to the test strip.
- 119. (currently amended) The apparatus of claim 117 further comprising a moving mechanism attached to the test strip housing that moves the test strip with respect to the optical sensor, wherein the housing is a cartridge.
- 120. (currently amended) The apparatus of claim 98, further comprising an infrared a sensor that detects the insertion of the test strip housing, wherein the housing is a cartridge into the recentacle.
- 121. (new) The apparatus of claim 120, wherein the sensor is an infrared sensor.